



APPLIES TO ACADEMIC YEAR 2010/2011

EXC 2704 Consumer Behaviour

Programme

Bachelor in Business Administration (BBA) (3. year)

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

This course will introduce you to basic consumer behaviour problems and perspectives and the contexts in which they arise. It will help you to develop ability to structure and analyze such problems, and provide the appropriate tools and concepts for solving them. Founded in the customer equity management tradition, the course will concentrate on marketing topics which will help the marketing manager to attract and keep the right profitable customers as a means to enhance the firm's shareholder value.

Objective

It is expected that the students acquire an understanding of the following:

- The students should get to know important concepts and central marketing models like customer needs and wants, information processing, attitude formation, evaluative criteria, segmenting and social influence, all seen in a marketing and profitability perspective.
- The students should understand how consumer behaviour is contributing to the understanding of the customer's needs and wants, how this information is influencing the product and the service portfolio and the resulting consequences for the company's or the organization's ability to reach its goals.
- The student should acquire knowledge about the company's role in the society and be able to reflect on social and ethical rules.

Prerequisites

A basic course in marketing is required.

Compulsory reading

Books:

Schiffman, Leon G. and Leslie Lazar Kanuk. 2010. Consumer behavior. 10th ed. Upper Saddle River, N.J. : Pearson Prentice Hall

Other:

Two case assignments given in first lesson

Recommended reading

Course outline

- Introduction to consumer behaviour
- Segmentation and targeting
- The consumer as an individual with needs, personality, perceptions
- How consumers learn and apply knowledge
- Attitude development, and strategies for attitude change
- The consumer in a social context among friends, family, culture and social class
- The consumer's decision process and choice models
- Diffusion and adoption of innovations

Computer-based tools

Computer-based tools are not required.

Course structure

The course objectives are reached through a combination of lectures and students working. Group work includes two compulsory assignments. The course consists of 36 hours, which includes 33 hours of lecturing in addition to 3 hours of reviewing the assignments. One or more exam questions will be related to one or more cases, and it is thus important that the students devote themselves to solving the case questions, and participate in the case presentations.

The assignments in the case programme are solved in groups of 3 to 5 students and the case programme will account for 70% of final grade in the course.

Examination

The assignments in the case programme are solved in groups of 3 to 5 students and the case program, account for 70 % of final grade in the course.

A three-hour individual written exam accounting for 30 % of the grade will complete the course.

All exams must be passed to obtain final grade in the course.

Examination code(s)

EXC 27043 - Case programme accounts for 70% of the final grade in EXC 2704 Consumer Behaviour, 6 credits.

EXC 27044 - Written examination that accounts for 30% of the grade in EXC 2704 Consumer Behaviour, 6 credits.

Examination support materials

Assignments (case programme) - all support materials are allowed.

Written exam - no support materials are permitted.

Examination support materials at written examinations are specified under exam information in our web-based Student Handbook. Please note the use of calculator and dictionary.

<http://www.bi.edu/studenthandbook/examaids>

Re-sit examination

A re-sit is possible the next time course is offered. The case programme and the examination can be taken separately.

Additional information

Due to changes in our Bachelor Programmes from the autumn semester of 2009, there also will be changes in every single course. This course will be taught for the last time in the autumn semester of 2010. A re-sit exam will be offered every term from the autumn of 2011 and including the spring semester of 2013.